

EXHIBIT 1

Develop a :30 Pepsi TVC for Superbowl



Mandatories

- **Entertaining**
- **Joyous**
 - Pepsi should spread joy in the spot; Pepsi is the source of joy
- **Humorous**
 - Ideally with a fun, unexpected and/or clever wink at the end
- **About Pepsi**
 - Clear role of the brand; without Pepsi, the story would not work
- **Keep it simple**
 - Simple ideas/stories

Considerations

- **Music:** Music is part of Pepsi's DNA so consider its role within the spot; option to use Joy of Pepsi if it helps
- **Contextual relevance:** Option to use spot as a lead-in to the HTS (should then bring the viewer to Levi's stadium prior to Halftime)
- **Tagline:** Should work with no tagline

Brand

- **Brand Essence:** The Spirit of Youth
- **Brand Role:** Pepsi sparks the joy of shared experiences